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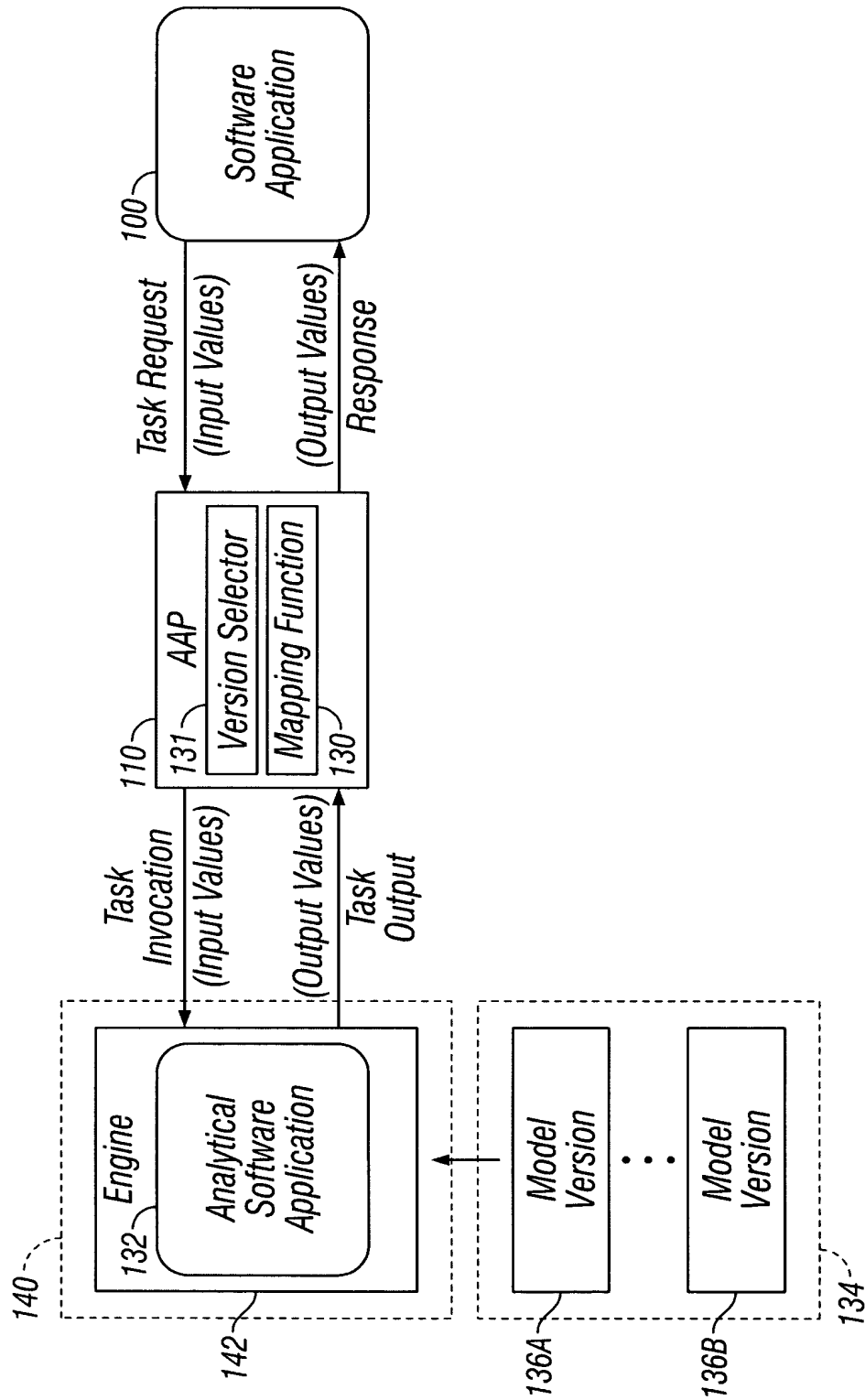
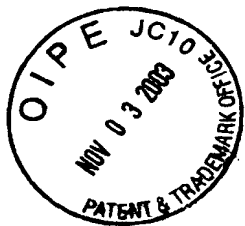


FIG. 1A



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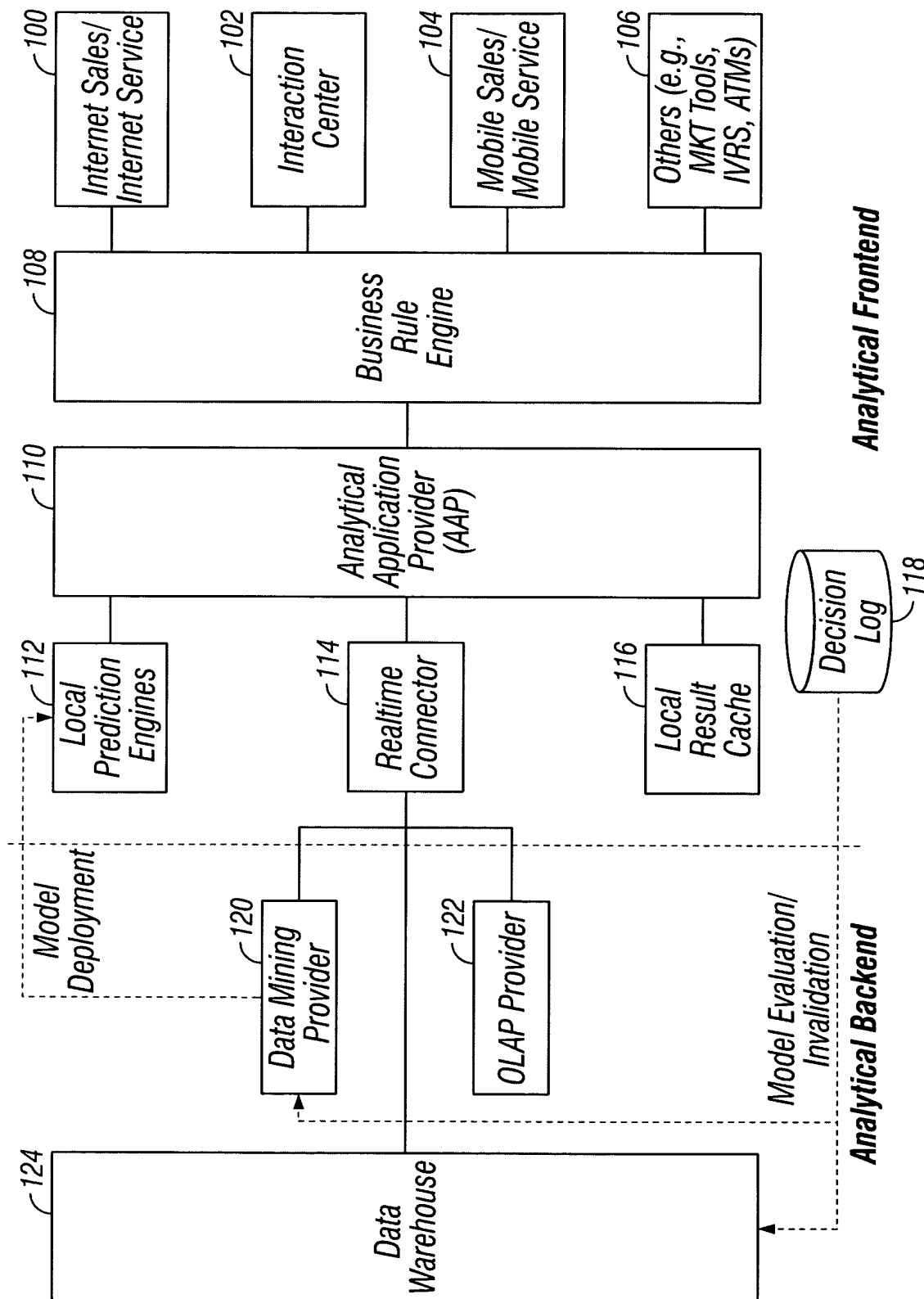
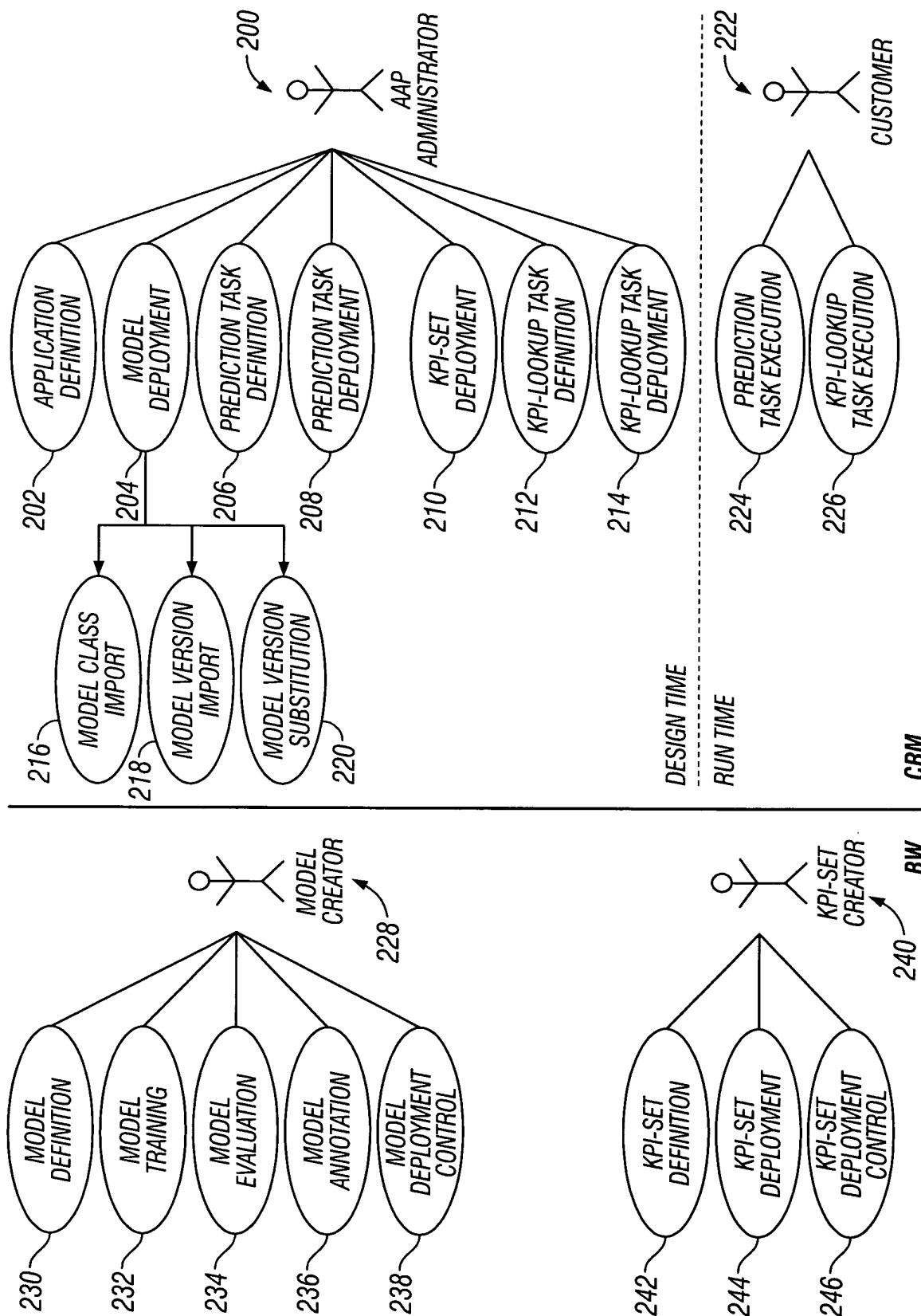


FIG. 1B

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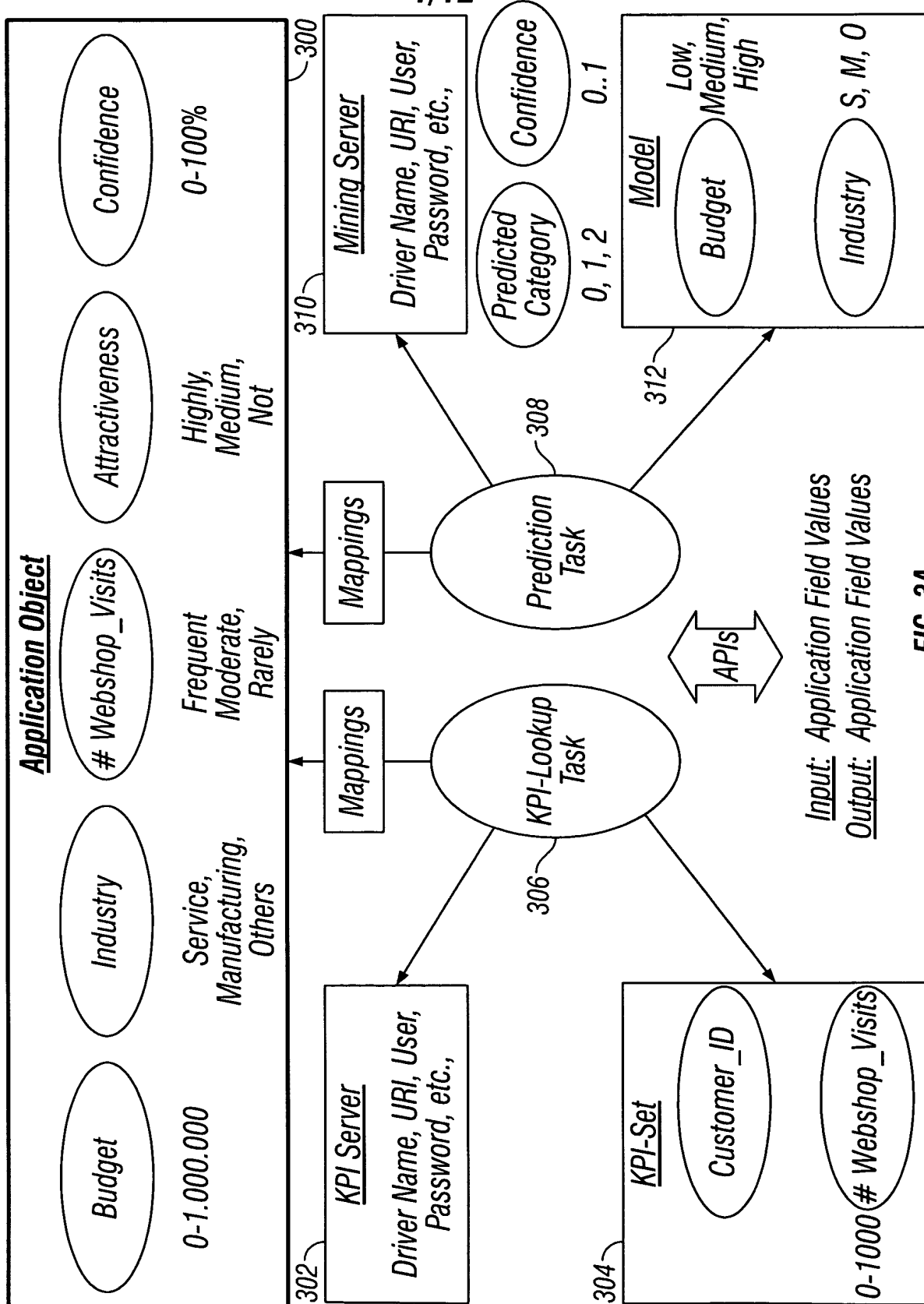
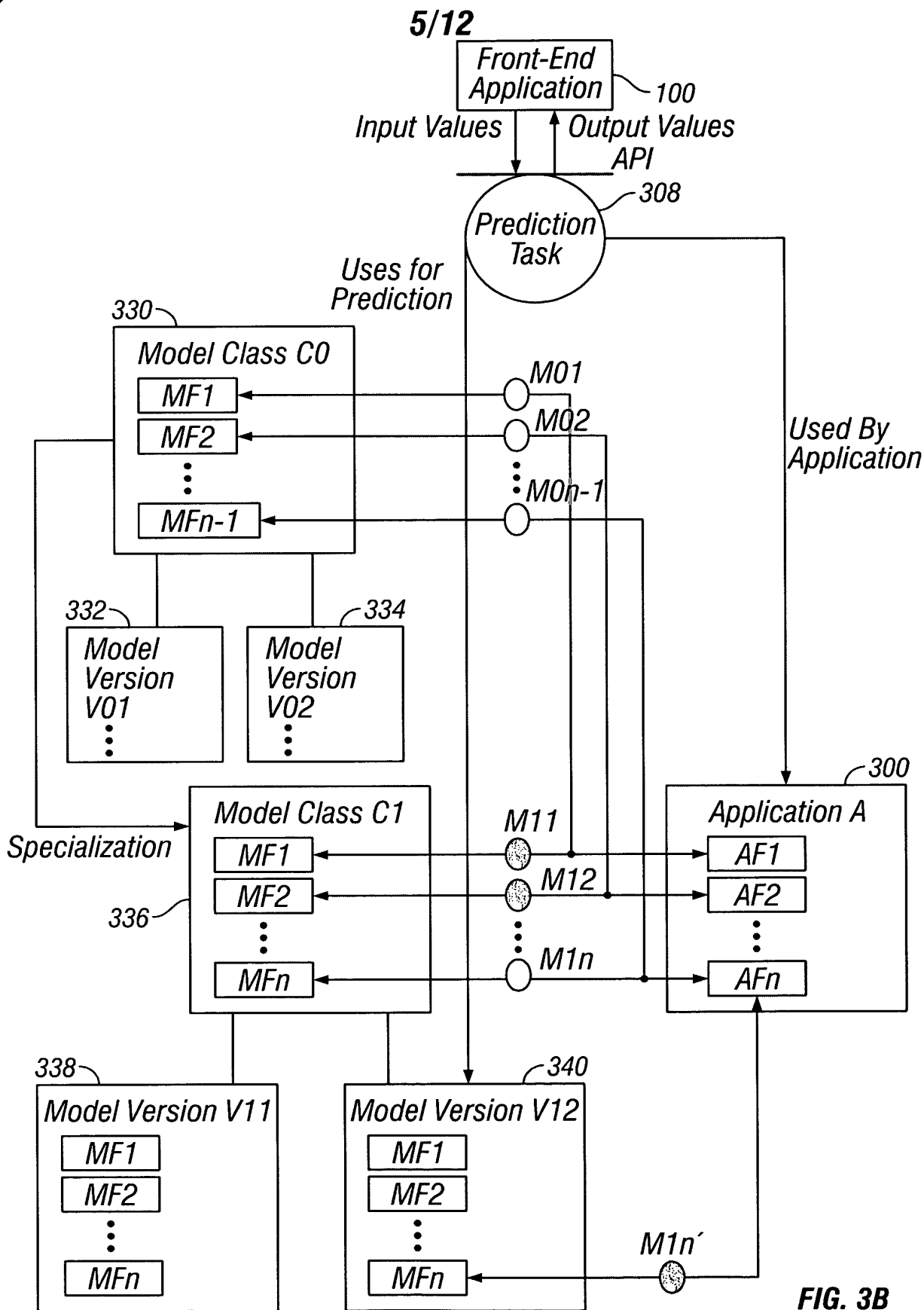
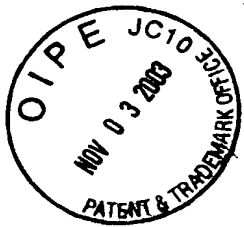
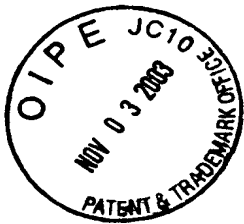


FIG. 3A





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400

Application Declaration

Application name: Internet Sales 402

Description: CRM Internet Sales Appl. 404

IMPORT METADATA... 406

Application Fields:

| Name | IN/OUT | Data Type |
|-------------------|--------|-----------|
| BIRTH_DATE | IN | Date |
| SHOPPER_GENDER | IN | String |
| CUSTOMER | IN | String |
| SHOPPING_CATEGORY | OUT | String |
| REVENUE_LASTYEAR | OUT | Real |

408

410

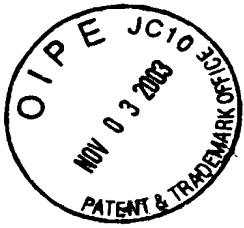
412

CREATE PREDICTION TASK...

SHOW DEFAULT MAPPINGS...

CREATE KPI-LOOKUP TASK...

FIG. 4



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500

Model Class Details

Mining Model Class: **MyCustClass** 502

Classification of customers 504

Description: 506

This model classifies our customers in classes based on profile data they have specified when they logged on to our Internet shop and based on data taken from Customer master data.

No of Versions: **2** 508

Prediction Input Fields

CUSTOMER_AGE details

CUSTOMER_GENDER details

CUSTOMER_ORDERS details

CUSTOMER_REVENUE details

510

Prediction Output Fields

PREDICTED_CLASS details 514

FIG. 5A



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530

Model Version Details

Mining Model Class: 502 MyCustClass 504

Version/Deploym. Time: 532 WW_2001 534

2 536 14.02.2002, 06:30 538

Training Time: 540 05.01.2002, 17:12 542

Deployment by: Michael

Description: 544 This version is based on a more accurate (cleansed) customer base as of 2001, and with the non-European customers added as compared to version 1.

Prediction Input Fields

CUSTOMER_AGE details 514

CUSTOMER_ORDERS details

CUSTOMER_REVENUE details

Prediction Result Field

PREDICTED_CLASS details 514

Supplementary Fields

CUSTOMER_GENDER details 548

VISUALIZE

SHOW PREDICTION TASKS 550

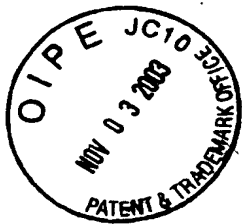
CREATE PREDICTION TASK 552

WHAT-IF TEST

REFRESH

546

FIG. 5B



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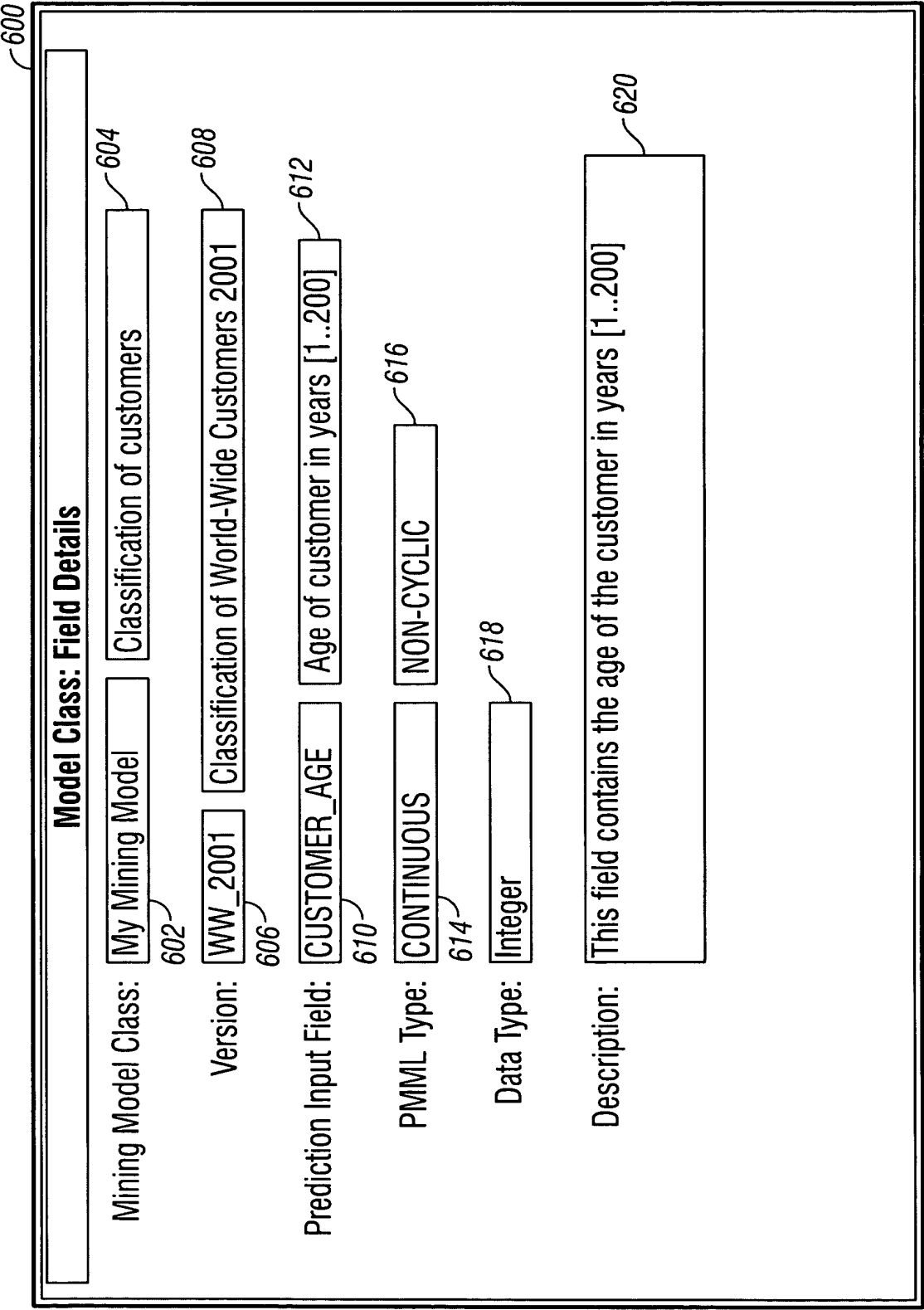


FIG. 6A



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630

Model Version: Field Details

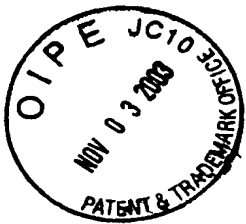
Mining Model: 602

Version/Training Time: 634 636

Prediction Input Field: 610 612

Description: 640

FIG. 6B



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702

704

700

Prediction Task

Prediction Task ID/Name: 706

IS_CUST_CLASS

change

Internet Sales Customer Classificat.

Application: 710

Internet Sales

change

CRM Internet Sales Appl.

Mining Model Class: 714

My Mining Model

change

Classification of customers

Version: 718

2

change

WW_2001

World-Wide Customers 2001

Prediction Engine: 722

SAP_LocalPredServer

change

SAP Local Prediction Server

Prediction Input Field

720

CUSTOMER_AGE

details

Value mapping

BIRTH_DATE

KPI

CUSTOMER_GENDER

details

Value mapping

SHOPPER_GENDER

KPI

CUSTOMER_ORDERS

details

5

KPI

CUSTOMER_REVENUE

details

REVENUE_LASTYEAR

KPI

Prediction Output Field

728

PREDICTED_CLASS

details

Value mapping

SHOPPING_CATEGORY

CONFIDENCE

details

Value mapping

-

WHAT-IF TEST

DEFAULT MAPPING

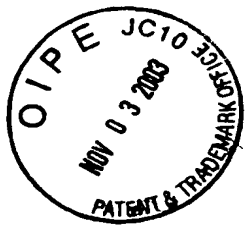
UNKNOWN APPLICATION

724

726

730

FIG. 7A



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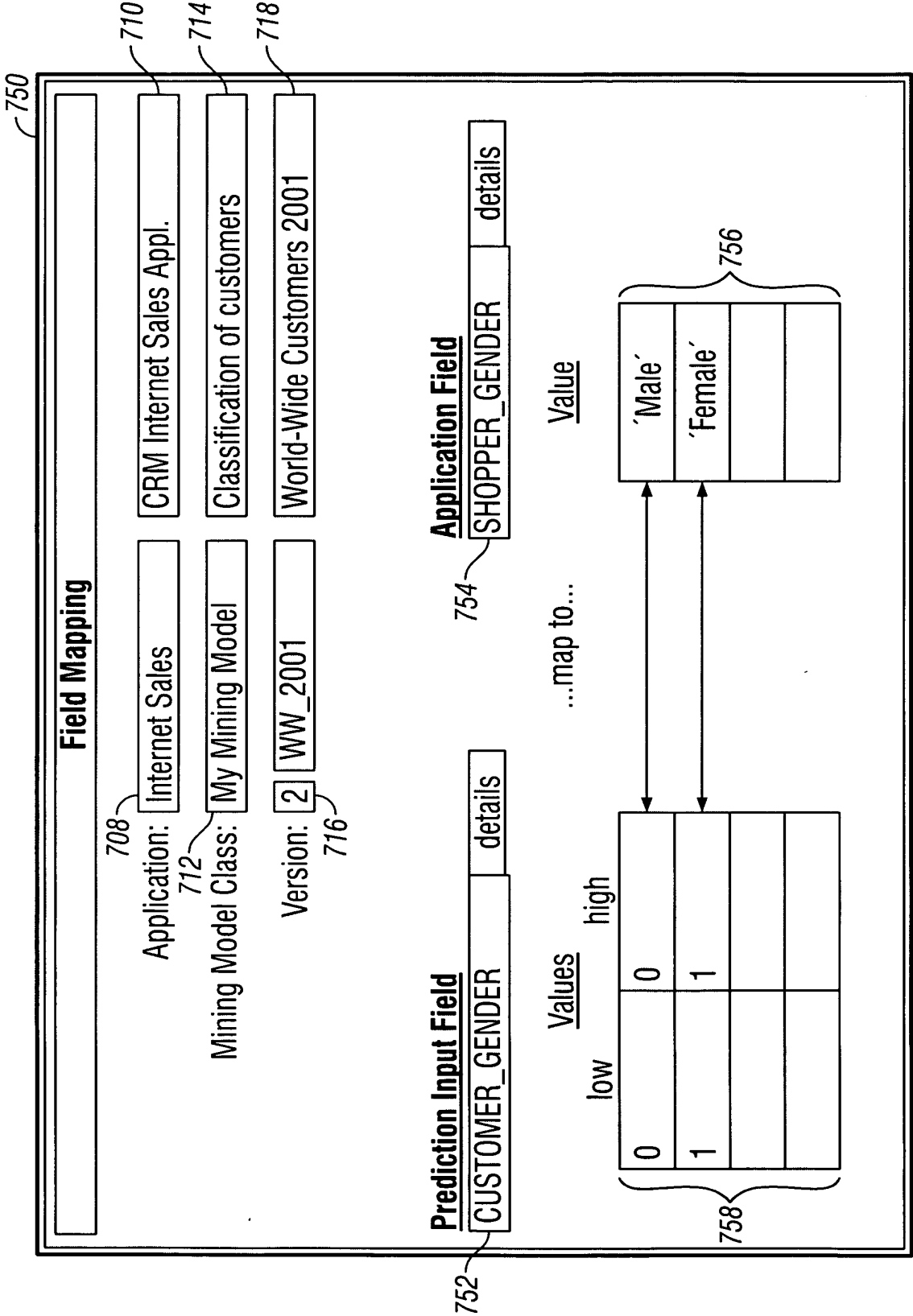


FIG. 7B